

# LESS



NO MARKET...  
NO EXTRA COST!

## PORK CHOPS



LARGE  
FIRST  
CUT

Lean Eastern  
Corn-fed Pork

# 39

LB.

CENTER CUT  
RIB CHOPS

# 59

lb

## PORK LOIN ROAST

Fresh, lean Eastern corn-fed  
fresh pork. 3 lb. Average

# 49

lb

PURE PORK  
SAUSAGE

In Bulk 35¢  
lb

## BEEF RIB STEAKS

Feed Lot-fed steer



Tender,  
Juicy,  
for  
BBQ  
or  
Grill

# 79

LB.

## CLUB STEAKS

JUICY,  
SMALL

# 98

lb

### EUREKA DUNGENESS CRABS

EVISCERATED  
MINIMUM WEIGHT  
1-LB., 2-OZ.

# 79

lb

### DOVER SOLE

FRESH  
FILETS

# 69

lb

LEAN, MEATY

### BEEF SHORT RIBS

# 29

SLICED BACON SALE!

RATH BLACK HAWK BRAND

WAFFER THIN SLICED 69¢ REGULAR SLICED 59¢

MISSISSIPPI BRAND  
from the land o' corn

# 49

lb

### Delicatessen

DUBUQUE CANNED

## PICNICS

4<sup>3</sup>/<sub>4</sub>-LB. CAN \$2.89

Morrell  
ALL-MEAT  
FRANKS  
1-lb. Pkg. 49¢

Mild Cheddar Cheese 55¢ lb.

MANHATTAN BRAND  
All Beef Bologna 11-oz. Pkg. 39¢

MANHATTAN BRAND  
Sliced Cotto Salami 10-oz. Pkg. 39¢

MISSOURI BRAND  
Hot Dog Relish 8-oz. Jar 19¢

Limit Rights Reserved



Prices  
Good  
Thurs.  
thru Sun.  
August  
11, 12, 13,  
14, 1960

TORRANCE  
182nd and Arlington

TORRANCE  
20900 Hawthorne Blvd.

TORRANCE  
1321 Post Ave.

GARDENA  
Van Ness and Rosecrans

## PV Gem Society Schedules Meet

The Palos Verdes Gem and Mineral Society will hold its monthly meeting at the California Hall, 1932 Pacific Coast Hwy., Lomita, Aug. 16 at 8 p.m.

The program for the evening includes a sound movie from Richfield Oil Co. about Resources of California. There will be a special display case composed mainly of material

done by the younger members of the club.

Door prizes are planned for the guests and members. Visitors are always welcome. Refreshments will be served.

"Some politicians are like cats. They lick themselves with their tongues." — Changing Times.

AUGUST 11, 1960

THE TORRANCE HERALD

19



HOSPITAL AIDED . . . A contribution of \$1000 from the Torrance Lions Club is received by Mrs. Helen Carney on behalf of the Orthopedic Hospital of Los Angeles. From the left are Paul Diamond, past president of the Torrance club and now zone chairman; President Ralph Moris, Mrs. Carney, and Dr. John Hedden, director of the club. (Herald Photo)

## New Message Unit Billing Plan Developed by Pacific Telephone

Pacific Telephone is now planning to offer, on an optional basis at additional cost, detailed billing of heretofore "bulk billed" multi-message unit calls. Terms of the proposed new service were released today following approval by the Public Utilities Commission of a filing covering this new billing service.

Under the proposal, customers in the Los Angeles Extended Area may arrange for detailed billing of their multi-message unit calls for a one-time charge of \$1.50 to establish the service. A charge of one cent per billed call would also be made with a minimum monthly charge of fifty cents.

BECAUSE OF equipment modifications that will have to be made, the Company expects it will be six to nine months before detailed billing can be provided in all locations throughout the Los Angeles Extended Area served by Pacific Telephone.

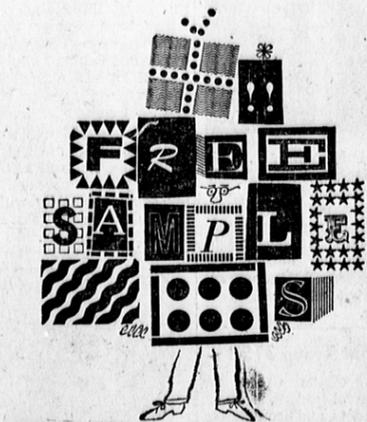
For subscribers to this service, multi-message unit calls which are now lumped together in a monthly total on the bill are to be detailed separately in a manner similar to long distance calls. The detailed statement will show date, number called, and the number of message units applicable for each multi-message unit call.

THERE WILL BE no change in present billing procedures or charges for customers who do not subscribe for this new detailed billing service. Also, customers who want some specific calls but not all calls itemized can get this detail by placing them through the operator and paying message toll charges for such calls.

R. S. Pyle, of Pacific Telephone, explained the reasons for offering detailed billing as an optional service at extra cost:

"Bulk billing of multi-message unit calls was developed and has proven itself over a twenty-year period because it provides a substantial overall saving to our customers. This saving is reflected in a lower charge for a multi-message unit call than for over calls of equivalent time and distance. For this reason, the large majority prefer the savings made possible by bulk billing.

"We believe that the vast majority of our customers who prefer this lower rate should be allowed to keep this benefit. On the other hand we recognize that some customers, though a relatively small group, have a real need for detailed billing. Because of the additional costs of providing detailed billing, a small charge is made to those requiring such detail."



LOOK AT WHAT'S HAPPENING ON FRIDAY, AUGUST 19TH AT 190TH & ANZA



## BEER PRICES GO UP AUGUST 15TH

All advertised brands of beer will advance . . . some as much as 15c per 6-pak carton — Stock up this weekend, before the price increase becomes effective.

## SAVE NOW!

### BREW 102

KING SIZE  
16-OZ. CAN  
TODAY'S PRICE:

NO-RETURN  
12-OZ. BOTTLE  
TODAY'S PRICE:

BUY SEVERAL  
CASES! SAVE!

6 PAK CTN. 1.09

6 PAK CTN. 83¢

BEER

TODAY'S PRICE!  
ROYAL LAGER

6 12-OZ. CAN PAK 79¢

BEER

TODAY'S PRICE  
OLDE TYME LAGER  
CASE OF 24 12-OZ. CANS

\$2.98

## GIN OR VODKA

\$2.98 EACH FIFTH

FULL QUART \$3.69



CRAIG'S LONDON DRY GIN

Made from 100% grain neutral spirits.

LUBOV SUPERIOR VODKA

Made by same formula as \$4.45 Vodka.



## VALUES TO \$4.45 FIFTH!

ROYAL BOURBON  
Straight bourbon, smooth, light.

TOWN CLUB WHISKEY  
Mellow, light blend. Reg. \$3.49

SAHARA DRY GIN or VODKA  
Pyramid decanter! Worth \$4.45 Fifth

3 FIFTHS \$10

FOR \$3.49 EACH

Prices Good Thurs., Fri., Sat. & Sun. August 11, 12, 13, 14, 1960



Paterson's Best  
IMPORTED  
SCOTCH  
WHISKY

Very light, very luxurious.

\$4.99

FULL  
QT.

Distilled and blended in Scotland.



TORRANCE—20900 Hawthorne Blvd.  
TORRANCE—182nd & Arlington TORRANCE—1321 Post Ave.  
GARDENA—Van Ness and Rosecrans

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